

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

THERE'S REAL PROFIT IN THIS 1952-53 PRICE LIST FOR YOU!

Strawberry Plants -- We Pack-Out under your name -- We pay the Postage -- and Guarantee All Plants.

JUNE BEARING	25	50	100	250	500	1000
✓ Dunlap	.75	1.10	1.65	3.00	5.50	10.50
✓ Blakemore	.75	1.10	1.65	3.00	5.50	10.50
✓ Fairfax	.80	1.20	1.75	3.50	6.50	12.50
✓ Premier	.80	1.20	1.75	3.50	6.50	12.50
✓ Robinson	.80	1.20	1.75	3.50	6.50	12.50
✓ Ambrosia	.85	1.25	1.85	3.75	7.00	13.50
✓ Catskill	.85	1.25	1.85	3.75	7.00	13.50
✓ Fairland	.85	1.25	1.85	3.75	7.00	13.50
✓ Sparkle	.85	1.25	1.85	3.75	7.00	13.50
✓ Tennessee Beauty	.85	1.25	1.85	3.75	7.00	13.50
✓ *Armored	.95	1.50	2.75	5.50	9.25	17.50
✓ *Vermilion	.95	1.50	2.75	5.50	9.25	17.50
✓ *Empire	.95	1.50	2.75	5.50	9.25	17.50
EVERBEARING	25	50	100	250	500	1000
✓ Gem	1.00	1.75	2.85	5.75	9.75	18.50
✓ Gemzata	1.15	1.90	3.10	6.00	10.25	19.50
✓ Streamliner	1.15	1.90	3.10	6.00	10.25	19.50
✓ Superfection	1.15	1.90	3.10	6.00	10.25	19.50
✓ *20th Century	1.75	3.00	5.50	14.25		

(Suggested retail for 20th Century: \$4.25 for 25, \$7.00 for 50, 100 for \$10.00, 250 for \$22.50)

* NEW VARIETIES ---See description on following page

RED RICH everbearing - Plant Patent No. 993

	12	25	50	100	250	500
Established retail	2.95	5.00	8.50	15.00	32.50	55.00
Your Cost	1.35	2.35	4.25	8.25	20.50	40.00

POTTED RED RICH -- List in your catalogs for JUNE, JULY, AUGUST shipment. Plants are established in pots and shipped in rich soil. Prepaid and guaranteed.

	12	24	48	96
Established retail	3.95	7.50	12.50	22.50
Your cost	2.25	4.00	7.50	14.00

NOTE: These prices are Postpaid. The average parcel post cost to ship 12 potted plants with soil and pot is 50¢. The above prices reflect this unusually high shipping cost when compared to field grown plants.

Tests this year indicate the popularity of Potted RED RICH and you can really profit from this fast seller by merely adding a few lines to your catalog description of Red Rich. Describe them as: POTTED RED RICH for June, July, August shipment. Plants are established in pots and shipped in rich soil.

TRADE MARK AND PATENT NUMBER. Be sure to use the recognized RED RICH trade mark and the Plant Patent No. 993 in your description of Red Rich. National advertising identifies these as the mark of Genuine Red Rich.

PROFIT WITH PHLOX THIS FALL

PHLOX LIST -- FALL 1952 AND SPRING 1953

Hardy field grown No. 1 Phlox Plants. Grown on soil especially prepared for Phlox two years in advance. Heavily fertilized. Exceptionally large root system retained by our power digger. Giving one third additional roots for your customers.

Phlox shipping starts September 1, 1952. Dormant Phlox held in our storage and shipped from November 1, 1952 to June 1, 1953.

No. 1 Plants in bulk - Tied 25 in labeled bunches: 12¢ each in 100 lots and
F.O.B. Bristol, Indiana 10¢ each in 1000 lots and over

PRIME MINISTER	Pure white, crimson eye
VON LASSBURG	White Phlox, sturdy. Most colorful
MARY LOUISE	Pure, glistening snow white heads. Large
DAILY SKETCH	Brilliant salmon pink. Crimson eye
SALMON GLOW	Flame pink with salmon
EVA FORRESTER	Rich salmon pink, white eye
ANNIE LAURIE	Beautiful salmon, large trusses
BORDER QUEEN	Pure rose pink
SPITFIRE (FRAU ALFRED VON MAUTNER)	Salmon orange flowers. Crimson eye
RUBY LEE	Plum red flowers. Extra large
BRIGHT EYES	New bright rose pink. Dark red eye
FLASH	Scarlet red
LEO SCHLAGETER	Most fiery red of all Phlox
R. P. STRUTHERS	Rosy red, scarlet eye
STAR LIGHT	Lavender with white star
WM. KESSELRING	Plum Purple shading to dainty lilac eye
PROGRESS	New delicate light blue
ROYAL PURPLE	Rich; shaded violet with deeper eye
CAROLINE VANDENBURG	Lilac blue, large florets
ROSY BLUE	Blue intermingled with rose, large florets

F. O. B. Bristol, Indiana NEW VARIETIES 15¢ each in 100 lots and
12¢ each in 1000 lots and over

AMERICAN BEAUTY	Clear rose pink
PURPLEKROME	Deep purple, outstanding, no other Phlox like it. (new introduction from Holland)
CHIEFTAIN	Deep crimson
ADONIS	Bright scarlet crimson
FIDELIO	Gorgeous white tinted pink, distinctive red eye

PHLOX PACK-OUT SERVICE - The same good working plan that serves so well for strawberries is available to you on Phlox so that you can have us pack-out all your orders for these fine plants.

PRICE LIST

Customer selected variety
1 plant 25¢ each
2 to 5 plants 20¢ each
6 or more 18¢ each

Collection of (6) Phlox plants - Bright Eyes, Mary Louise, Flash, Daily Sketch, Royal Purple, Salmon Glow - \$1.00

ALL PLANTS POSTPAID AND UNCONDITIONALLY GUARANTEED

BIGGER PROFITS WITH THE PYRAMID* *Circular Terraced Garden*

NOW AVAILABLE IN TWO SIZES:

1. 25 PLANT PYRAMID -- Perfect for Perennials, Small Roses, Flowers of all kinds and Strawberries -- for the small family. The low attractive price of the 25 Plant PYRAMID will bring those orders in fast. 3 Terraces and Collar. Heavy gauge aluminum. 4½ Feet Diameter. When featured with 25 Red Rich plants -- retail with plants \$12.95 **Retail \$7.95 Postpaid** (without plants)
2. 50 PLANT PYRAMID -- This is the established large size PYRAMID. 4 terraces and collar. 6' Diameter. Heavy gauge aluminum. Be sure to feature it with 50 Red Rich plants -- retail with plants \$18.45. Retail \$9.95 (without plants).

PRICE LIST

PYRAMID and accessories

	F.O.B. Price	Postpaid Direct To Your Customer Under Your Shipping Tag	Suggested Retail Price
25 PLANT PYRAMID	4.25	4.65	7.95
50 PLANT PYRAMID	5.50	5.95	9.95
6 SUPPORT STRIPS (50 Plant Pyramid Only)	2.10	2.35	3.95
COVER (Plastic) 50 Plant Pyramid Only	3.35	3.60	5.95
NET (50 Plant Pyramid Only)	3.35	3.60	5.95
SPRINKLER (Com- plete)	2.75	3.00	4.95

We supply you with shipping tags for the PYRAMID circular terraced garden very similar to our pack-out tags for strawberry plants. Tags are printed in your name.

Description: NET -- protects bed from birds -- holds leaves in winter. Requires strips to support. COVER -- makes a greenhouse for early planting and frost protection. Requires strips. STRIPS -- Used to support Net or Cover. SPINKLER -- includes all connections and copper tubing. Connects with garden hose at base of garden.

*Trade Mark. Please, when illustrating PYRAMID use "Pat. Pending" beneath illustration and word "Trade Mark" beneath word PYRAMID with "Circular Terraced Garden" set in italic type.

PERENNIALS

Complete Pack-Out Service

Along with your Phlox you can enjoy a complete pack-out service on these popular perennials. Chosen for their popularity, this listing is available for Pack-Out only and not in bulk F.O.B. lots.

<u>VARIETY</u>	<u>1 Plant</u>	<u>3 Plants</u>	<u>6 Plants</u>
Chrysanthemum (Yellow, Bronze, Red, Pink, White)	.35	.75	1.45
Cushion Mums (Yellow, Bronze, Red, Pink, White)	.35	.75	1.45
Baby's Breath (Gypsophila)	.30	.65	1.25
Shasta Daisy	.30	.65	1.25
Butterfly Plant (Asclepis)	.30	.65	1.25
Painted Daisy (Rosemist) Pyrethrum	.30	.65	1.25
Delphinium (Pacific Hybrids)	.30	.65	1.25
Day Lilies (Hermocallis)	.30	.65	1.25
Columbine (Aquilegia)	.30	.65	1.25
Cornflower "Blue Moon" Stokesia	.30	.65	1.25
Chinese Bellflower (Platycodon) (Balloon Flower)	.30	.65	1.25
Gaillardia (Blanket Flower)	.30	.65	1.25
Hardy Carnations (Red, Pink, White)	.30	.65	1.25
Phlox Subulata Rosea (Creeping Phlox) (Pink, Lavender)	.35	.65	1.45

This popular line of Perennials can fit into your packout business easily and profitably. Merely list them and let us do the rest. All plants are carefully packed for shipment in Judson's new Pack-Out carton.

*NEW VARIETIES

Our main job is to supply you with the finest in strawberry plants. This work keeps us in constant contact with horticultural stations as well as individuals who are interested in small fruit development. Here are four new strawberries that we urge you to list this year.

VERMILION (New) Ill. 41-32 (June Bearing)

Vermilion has undergone continuous and extensive tests at the University of Illinois and other experiment stations throughout the country. It's up at the top of the list in quality, fruit production and freezing. Vermilion is a vigorous grower, resistant to leaf spot and red stele. Medium to large fruit, glossy and dark red in color. The supply is limited so order early.

ARMORE: (June Bearing)

The most beautiful June bearer we have seen --- Ummmm, what a delight to eat. Sunset red in color and so uniform they look like fashioned "V's" in dish or box. Armore came from the Missouri Experiment Station and proved a top-notch by showing up as more productive than any of sixty other varieties and this on old land, too. Leaves an excellent row for the following year's crop. Superior shipping and handling qualities. Try some this year -- for sure.

EMPIRE: (June Bearing)

From the Geneva Experiment Station in New York. A new June Bearing strawberry that will answer the demand for a fancy, good sized, good keeping strawberry. Its light glossy red color and large size make it one of the most attractive of berries. You will find EMPIRE a vigorous grower of high quality -- good shippers. Empire ripens about one week after Premier.

20th CENTURY -- Everbearing

An outstanding everbearer highly recommended by University Experiment Stations the country over. Second only to Red Rich it is superior in size, quality and vigor of plant to other everbearers. 20th Century makes a vigorous growth of good sized plants with exceptionally heavy producing ability -- bright red berries of fine texture and delightful taste. Bears fruit in 60 days up to freezing weather. By agreement with the originator 20th Century plants can not be grown for resale. Put 20th Century on your "must have" list right now.

COPY TIPS -- Additional copy tips will be sent to you upon request for any variety of Judson strawberry plants.

HOW THE JUDSON PACK-OUT PLAN WORKS AND MAKES MONEY FOR YOU

You'll like our Pack-Out service. It is simple, sure and fool-proof. Over a period of years we have developed a smooth working routine that assures prompt shipment of YOUR ORDERS under YOUR NAME . . . each order postpaid and guaranteed.

ORDER-LABEL TAGS PRINTED IN YOUR NAME

We supply you at no charge with tags that have been printed in your name. You merely fill in your customer's name and address along with the quantity ordered and your cost and send that tag to us. For shipping label we merely detach the perforated top portion of the tag.

STUBS RETURNED WITH INVOICE

The bottom half (or stub) of the tag is returned to you along with our invoice as proof of shipment. This gives you a complete record of the order: Customer name, quantity shipped, and the date shipped. Remember -- all pack-out shipments are postpaid and guaranteed.

YOU SHOULD KNOW:

Strawberry plants are tied in bundles of 25 plants and properly labeled. Red Rich plants carry exclusive Patent Label tag. Orders for less than 25 plants (except Red Rich) will be invoiced at the 25 rate. REPLACEMENTS -- all replacements are made on a Postage Paid, No-Charge basis. Through years of dealing with our nursery friends we merely ask them to mark the regular order tag "REPLACE" and we do the rest.

USE THESE SALES HELPS:

FOUR COLOR PRINTING PLATES: If your catalog or mailing pieces are printed in letterpress then be sure to ask for proofs of our four color process plates. These are loaned to you at no charge if plates are not trimmed or cut -- if you need to cut them we merely charge you the actual low cost of the electrotypes. ONE COLOR PLATES -- we have several -- let us know what you need.

PHOTOGRAPHS: Should your catalog be prepared in one of the printing processes that do not use letterpress plates we have a wide selection of wonderful photographs for you to choose from -- WHAT'LL YOU HAVE -- we've got the print.

COPY TIPS: We have suggested copy ideas on RED RICH and our complete line of strawberries and perennials. Be sure to let us know if we can be of help.

DIRECT MAIL FOLDERS: This year we are planning a direct mail piece that will feature Strawberries, Pyramid circular terraced garden, Phlox and other popular perennials. Folders are self-mailers and are printed with your name and postal indicia to order. We will go to press this fall for December or January delivery. Ask us about the new folder --- bigger and better for '53.

NEW 16 PAGE PRICE LIST & MERCHANDISER NOW AT THE PRINTER
READY IN AUGUST - BE SURE TO GET YOUR COPY

BRISTOL, INDIANA

Judson NURSERIES

WHOLESALE STRAWBERRY AND PHLOX PLANTS
600 ACRES OF FRUIT AND NURSERY STOCK

TEL. BRISTOL, 4F6

RED RICH
will put
REAL PROFIT . . .

. . . in your Fall book !

Inch for inch you can't beat RED RICH for dollar profit return in your catalog space. When they know you've got RED RICH . . . they buy.

Fall sales will be better than ever this year. Magazine support on Fall planting of strawberries is taking shape and real interest in practical planting methods is rapidly becoming a fact. So CASH IN on this trend -- list RED RICH this Fall and get YOUR SHARE of this fine profit business.

Here's your FALL schedule of prices on RED RICH everbearing.

	12	25	50	100	250	500
Established Retail	\$2.95	5.00	8.50	15.00	32.50	55.00
Your Cost	1.35	2.35	4.25	8.25	20.50	39.00

These are pack-out prices. All plants post-paid and guaranteed.
Complete Fall planting instructions with each shipment.

And here's more GOOD NEWS ! BIGGER PROFITS on the PYRAMID circular terraced garden. Retail -- \$9.95 -- your cost only \$5.95 -- and we pay the postage. Pyramid with 50 RED RICH retail \$18.45 and when you sell the PYRAMID and RED RICH you really make money. So P-U-S-H 'em both this Fall. Remember, on the PYRAMID alone you make a BIG \$4.00 profit.

What's more, Judson offers you a complete line of Sales Helps. Beautiful four color process plates, one color plates, copy tips, etc. It's our business to help your business so be sure to let us know what we can do.

NEW PRICE LIST AND MERCHANDISER FOR 1952-53 is now at the Printer's. It will be ready for you in about three weeks. Your copy will be mailed just as soon as it is ready . . . meanwhile, let us know what more we can do for your Fall listing. Other strawberry varieties, Perennial Phlox, etc. Write at once.

Sincerely
Judson Nurseries

Victor Judson

PLEASE: When you list RED RICH use the trade mark as shown here and indicate the Plant Patent No. 993. On the PYRAMID -- name it PYRAMID circular terraced garden -- put the words "Trade Mark" beneath the work "PYRAMID" and the words "Pat. Pending" beneath the illustration of the garden. Thanks -- Vic.

Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the above matter.

I am sorry to hear that you are having trouble with your eyes. I hope that the treatment you are receiving will be successful.

I am, Sir, very respectfully,
Your obedient servant,
J. H. [Name]

Very truly,
J. H. [Name]

NOTE: When you list the name of the person to whom the letter is addressed, please use the full name, including the title, if any. For example, "The President of the United States" or "The Mayor of New York City".

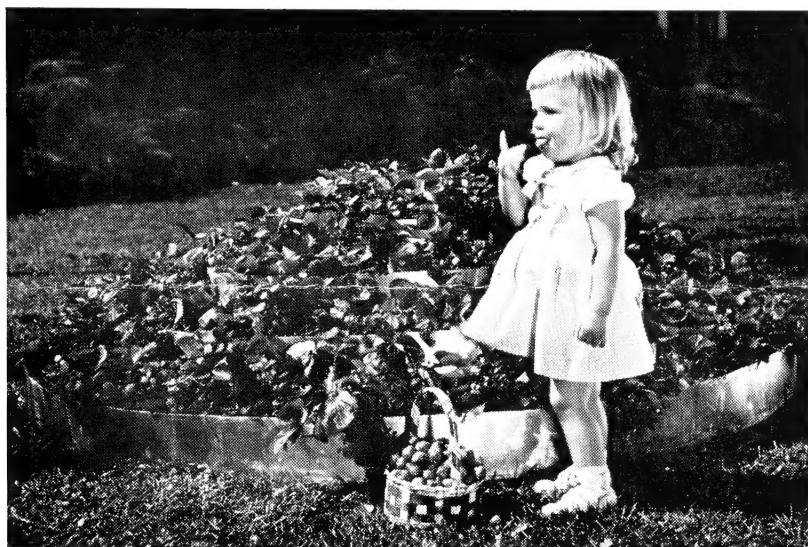
PROOF SHEET--- Judson Nurseries

Request Cuts From This Page

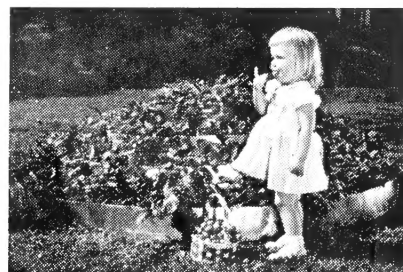
BRISTOL, INDIANA

Shown here are proofs of printing plates we have on file for your use. Merely select the size that best fits your needs and request by Cut Number. Plate will be sent to you at once. (For color plates refer to folder.)

CUT No. 1



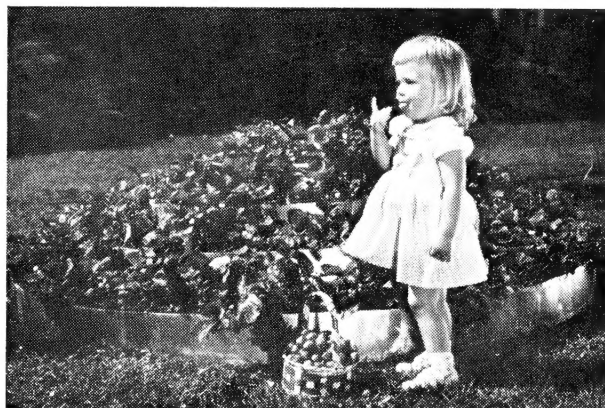
CUT No. 3



Suggested Copy:

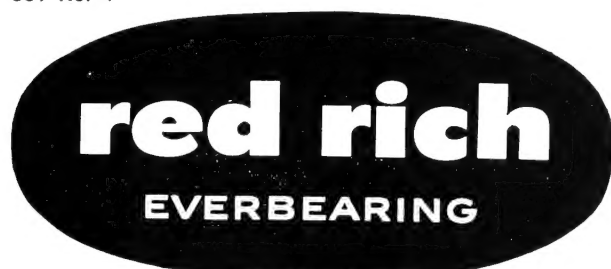
In one-third the space of the conventional garden method you can enjoy an abundant full season growth of Red Rich everbearing strawberries with a Pyramid Garden. Easy to pick from, easy to care for — the attractive Pyramid Garden adds beauty and real practical value to any garden or landscape. Bottom ring is 6' in diameter. Merely place first band on ground, fill with rich soil, Repeat simple operation for remaining rings. Bands are 5" wide. In a Pyramid Garden you grow strawberries by the University recommended "Space System." Complete description with each Pyramid Garden.

CUT No. 2



THIS TRADE MARK PROTECTS YOU TODAY AND TOMORROW TOO
USE IT!--IT IS THE MARK THAT IDENTIFIES GENUINE RED RICH PLANTS

CUT No. 4



TRADE MARK

CUT No. 5



TRADE MARK

CUT No. 6



TRADE MARK

Insist that one of these Trade Mark cuts be shown in your catalog and all advertising you do on RED RICH. This Trade Mark identifies all plant shipments as genuine. This Trade Mark, owned by Judson Nurseries, was designed for your protection. You can use Trade Mark in Red and Black or Black only.

